

# INVOICE



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: [www.gray.tv/advertising](http://www.gray.tv/advertising)**  
**Main: (402) 346-6666**  
**Billing:**

Billing Address:

**Smart Media Group**  
**Attention: Elaine Gaeckler**  
**PO Box 26067**  
**Alexandria, VA 22313**

Send Payment To:

**WOWT**  
**P.O. Box 14200**  
**Tallahassee, FL 32317-4200**

Property	WOWT		
Invoice #	2422375-1	Order #	2422375
Invoice Date	02/27/22	Alt Order #	
Invoice Month	February 2022	Deal #	
Invoice Period	01/31/22 - 02/21/22	Flight Dates	02/16/22 - 02/21/22
Advertiser	Herbster for Governor		
Product	215221		
Estimate #	215221		
Account Executive	Mary Beth Keating		
Sales Office	Omaha National		
Sales Region	National		
Agency Code	9912891		
Advertiser Code			
Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling			
Agency Ref	114228		
Advertiser Ref	596463		
Product 1			
Product 2			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	02/16/22	02/21/22	Midday News	11a-12p	M-WTF--	:30	8	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/14/22 02/20/22 --WTF-- 8 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WOWT	W	02/16/22	11:10 AM	Midday News	11a-12p	:30	CHBL301021H	\$100.00 NM
3	WOWT	W	02/16/22	11:29 AM	Midday News	11a-12p	:30	HNEDT230122H	\$100.00 NM
8	WOWT	Th	02/17/22	11:11 AM	Midday News	11a-12p	:30	HNEDT230122H	\$100.00 NM
5	WOWT	Th	02/17/22	11:39 AM	Midday News	11a-12p	:30	CHTIC30222H	\$100.00 NM
2	WOWT	Th	02/17/22	11:54 AM	Midday News	11a-12p	:30	HNEDT230122H	\$100.00 NM
6	WOWT	F	02/18/22	11:13 AM	Midday News	11a-12p	:30	HNEDT230122H	\$100.00 NM
7	WOWT	F	02/18/22	11:31 AM	Midday News	11a-12p	:30	CHTIC30222H	\$100.00 NM
1	WOWT	F	02/18/22	11:51 AM	Midday News	11a-12p	:30	HNEDT230122H	\$100.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/21/22 02/27/22 M----- 3 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
9	WOWT	M	02/21/22	11:11 AM	Midday News	11a-12p	:30	CHTIC30222H	\$100.00 NM
10	WOWT	M	02/21/22	11:42 AM	Midday News	11a-12p	:30	HNEDT230122H	\$100.00 NM
11	WOWT	M	02/21/22	11:55 AM	Midday News	11a-12p	:30	CHTIC30222H	\$100.00 NM
2	02/16/22	02/21/22	Today w/ Hoda & Jenna	Today w/ Hoda & Jenna	M-WTF--	:30	6	\$60.00	NM
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	WOWT	W	02/16/22	10:33 AM	Today w/ Hoda & Jenna	Today w/ Hoda & Jenna	:30	CHBL301021H	\$60.00 NM
2	WOWT	W	02/16/22	10:54 AM	Today w/ Hoda & Jenna	Today w/ Hoda & Jenna	:30	HNEDT230122H	\$60.00 NM
4	WOWT	Th	02/17/22	10:32 AM	Today w/ Hoda & Jenna	Today w/ Hoda & Jenna	:30	HNEDT230122H	\$60.00 NM
3	WOWT	Th	02/17/22	10:56 AM	Today w/ Hoda & Jenna	Today w/ Hoda & Jenna	:30	CHTIC30222H	\$60.00 NM
1	WOWT	F	02/18/22	10:31 AM	Today w/ Hoda & Jenna	Today w/ Hoda & Jenna	:30	HNEDT230122H	\$60.00 NM
5	WOWT	F	02/18/22	10:56 AM	Today w/ Hoda & Jenna	Today w/ Hoda & Jenna	:30	CHTIC30222H	\$60.00 NM
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

We warrant that the actual broadcast information shown on this invoice was taken from the program log. The station does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at the link located above on this invoice.

# INVOICE

Send Payment To:



**WOWT**  
**P.O. Box 14200**  
**Tallahassee, FL 32317-4200**

Invoice #	2422375-1	Invoice Month	February 2022
Invoice Date	02/27/22	Invoice Period	01/31/22 - 02/21/22
Advertiser	Herbster for Governor		
Product	215221		
Estimate #	215221		

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# INVOICE

Send Payment To:



**WOWT**  
**P.O. Box 14200**  
**Tallahassee, FL 32317-4200**

Invoice #	2422375-1	Invoice Month	February 2022
Invoice Date	02/27/22	Invoice Period	01/31/22 - 02/21/22
Advertiser	Herbster for Governor		
Product	215221		
Estimate #	215221		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	02/16/22	02/21/22	M-F News @ 4p	358p-5p	M-WTF--	:30	9	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/21/22 02/27/22 M----- 3 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 12 WOWT M 02/21/22 4:13 PM M-F News @ 4p 358p-5p :30 HNEDT230122H \$175.00 NM 11 WOWT M 02/21/22 4:30 PM M-F News @ 4p 358p-5p :30 CHTIC30222H \$175.00 NM 10 WOWT M 02/21/22 4:46 PM M-F News @ 4p 358p-5p :30 HNEDT230122H \$175.00 NM									
7	02/20/22	02/20/22	News @ 5p Su	459p-530p	-----S	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/14/22 02/20/22 -----S 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WOWT Su 02/20/22 5:12 PM News @ 5p Su 459p-530p :30 CHTIC30222H \$250.00 NM 2 WOWT Su 02/20/22 5:29 PM News @ 5p Su 459p-530p :30 HNEDT230122H \$250.00 NM									
8	02/21/22	02/21/22	The Tonight Show	1035p-1136p	M-----	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/21/22 02/27/22 M----- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WOWT M 02/21/22 10:47 PM The Tonight Show 1035p-1136p :30 CHTIC30222H \$150.00 NM 1 WOWT M 02/21/22 11:29 PM The Tonight Show 1035p-1136p :30 HNEDT230122H \$150.00 NM									
9	02/16/22	02/21/22	News @ 5p M-F	457p-530p	M-WTF--	:30	6	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/14/22 02/20/22 --WTF-- 6 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WOWT W 02/16/22 5:08 PM News @ 5p M-F 457p-530p :30 HNEDT230122H \$350.00 NM 2 WOWT W 02/16/22 5:29 PM News @ 5p M-F 457p-530p :30 CHBL301021H \$350.00 NM 4 WOWT Th 02/17/22 5:10 PM News @ 5p M-F 457p-530p :30 HNEDT230122H \$350.00 NM 1 WOWT Th 02/17/22 5:24 PM News @ 5p M-F 457p-530p :30 CHTIC30222H \$350.00 NM 6 WOWT F 02/18/22 5:10 PM News @ 5p M-F 457p-530p :30 HNEDT230122H \$350.00 NM 3 WOWT F 02/18/22 5:30 PM News @ 5p M-F 457p-530p :30 CHTIC30222H \$350.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/21/22 02/27/22 M----- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WOWT M 02/21/22 5:08 PM News @ 5p M-F 457p-530p :30 CHTIC30222H \$350.00 NM 8 WOWT M 02/21/22 5:23 PM News @ 5p M-F 457p-530p :30 HNEDT230122H \$350.00 NM									
10	02/16/22	02/19/22	Weekend News Sa	7-8a	-----S-	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/14/22 02/20/22 -----S- 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WOWT Sa 02/19/22 7:12 AM Weekend News Sa 7-8a :30 HNEDT230122H \$100.00 NM 1 WOWT Sa 02/19/22 7:29 AM Weekend News Sa 7-8a :30 CHTIC30222H \$100.00 NM									
11	02/20/22	02/20/22	Weekend News Su	658a-8a	-----S	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/14/22 02/20/22 -----S 2 \$100.00									

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# INVOICE

Send Payment To:



**WOWT**  
**P.O. Box 14200**  
**Tallahassee, FL 32317-4200**

Invoice #	2422375-1	Invoice Month	February 2022
Invoice Date	02/27/22	Invoice Period	01/31/22 - 02/21/22
Advertiser	Herbster for Governor		
Product	215221		
Estimate #	215221		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																						
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8	WOWT	M	02/21/22	6:56 PM	News @ 630p M-F	630p-7p	:30	HNEDT230122H	\$350.00	NM																																																																																																																																					
13	02/21/22	02/21/22	News @ 10p M-F	10p-1035p	M-----	:30	1	\$375.00	NM																																																																																																																																						
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>02/21/22</td><td>02/27/22</td><td>M-----</td><td>1</td><td>\$375.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WOWT</td><td>M</td><td>02/21/22</td><td>10:14 PM</td><td>News @ 10p M-F</td><td>10p-1035p</td><td>:30</td><td>HNEDT230122H</td><td>\$375.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		02/21/22	02/27/22	M-----	1	\$375.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WOWT	M	02/21/22	10:14 PM	News @ 10p M-F	10p-1035p	:30	HNEDT230122H	\$375.00	NM																																																																																																				
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# INVOICE

Send Payment To:



**WOWT**  
**P.O. Box 14200**  
**Tallahassee, FL 32317-4200**

Invoice #	2422375-1	Invoice Month	February 2022
Invoice Date	02/27/22	Invoice Period	01/31/22 - 02/21/22
Advertiser	Herbster for Governor		
Product	215221		
Estimate #	215221		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																													
16	02/19/22	02/19/22	NBC Nightly News Sa	530p-6p	-----S-	:30	1	\$500.00	NM																																													
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17	02/18/22	02/19/22	NBC Nightly News	530p-6p	----F--	:30	1	\$700.00	NM																																													
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18	02/21/22	02/21/22	Monday Prime Hr 3	9p-10p	M-----	:30	1	\$450.00	NM																																													
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Total Spots							77																																															

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$23,095.00</b>
<u>Agency Commission</u>	<b>\$3,464.25</b>
<u>Net Amount Due</u>	<b>\$19,630.75</b>
<u>Invoice Balance as of 03/28/22 3:20:16 PM CT</u>	<b>\$0.00</b>

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